

Communications

Overview and tools

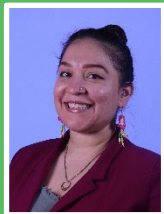




Human
Resources &
Communications
Director



Communications
Specialist



Spanish
Translator



Northfield Public
Broadcasting
Station Manager



Audio Visual
Technician

Communications team



The foundation: levels of participation



Awareness

Sharing
objective
information

Consult

Gathering
feedback
and sharing
how it's used

Collaborate

Co-creating
solutions
with
community
members

Decide

Community-
led final
decision-
making

Tools available



Video



- YouTube
- NPB
- Television
- Building / kiosk TV

Audio



- Radio interview
- Podcast
- Radio ad

Print



- Flyer
- Utility bill insert
- Poster
- Yard sign
- Postcard
- Brochure
- Handout
- Newspaper or magazine ad
- Newspaper editorial

Digital



- Social media post
- Text
- Email
- Website
- Social media ad
- Web ad
- PowerPoint
- TV slides
- Press release
- Community events calendar
- Survey

Personal



- Commission
- Committee
- Workshop
- Open house
- Town hall
- Focus group
- Door-knocking
- Meeting
- Event

Menu

Salad

(Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.)

19.90

Salad with chicken

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22.90

Salad with salmon

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28.90

Tuna salad

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29.90

15.90

19.90

Chicken

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19.90

Beef

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22.90

Steak

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28.90

Fish

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28.90

Dessert

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Icecream

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8.90

Tool selection: tailoring your approach to audience



Participation level	Unengaged	Moderately engaged	Engaged
Awareness	Short funny video Radio ad – funny Social media ad Flyer/poster Postcard/mailer Brochure/handout	Short PSA video Short spotlight video Radio ad – serious Social media post Utility bill insert Media interview Magazine ad	Press release Webpage addition Long explainer video Long conversational video Email blast
Consult	Door knocking	Tabling at events Presenting at organizations	Hosting event Survey
Collaborate	N/a	Steering committee Meeting with partners	Boards and commissions
Decide	Vote	Vote	Vote



Barriers to participation and equity lens



**Time
constraints**

**Language
and
accessibility**

**Fear and
mistrust**

**Power
imbalances**

**Lack of
information**

Distribution matters



Storytelling as strategy



Follow-up builds trust







Examples: Recognition toolkit



Business and Development Recognition Guide



City provided resources

- Business spotlights
 - Minimum of 2 social media posts on city accounts
- Minimum of 1 video created and distributed on Northfield Public Broadcasting and YouTube
- Article featuring business in the EDA Newsletter
- Ribbon cutting event
 - Speakers include elected officials, appointed officials and city staff if available
- Press release announcing event
- Video of event
- Photos of business, elected leaders, city official at event
- Community events calendar for sales, events, and hours
- Award certificate for display in a publicly visible area of businesses
- Messaging resources for describing grant application, distribution, and selection process



Business promise

- Acknowledgment of grant and City partnership
- Properly acknowledging funding sources both recognizes and helps to ensure continued support.
- Grantees are required to acknowledge the City of Northfield support by using the appropriate credit line and logo(s) in printed materials, news releases, videos, social media posts, newsletters and web sites. If a business has a website, grant information must be on display on the website's footer for a minimum of 5 years or the duration of the grant, whichever is longer. Grantees must also acknowledge the City of Northfield support when written credit is not applicable by providing oral credit during each event, performance, or media interviews that mention the grant's scope or focus.
- Written acknowledgement must be accompanied by the attached EDA logo. Written acknowledgement must be as follows: Our operation is made possible in part by the voters of the City of Northfield, thanks to a grant or loan from the Economic Development Authority of the City of Northfield.
- Cooperate with production to create video and written materials. Cooperation includes timely communication, eager participation in the creation of video and written materials and sharing of all City-created materials related to the business through your communications channels.
- Coordinate with the City and Northfield Area Chamber of Commerce and Tourism on date and time of ribbon cutting event, which must also be filmed and recorded for Northfield Public Broadcasting to be shared following the expectations above.
- For at least 5 years from the awarding of the grant, businesses must create and submit events to the City-managed Community Events Calendar at least once per month, totaling in 60 events. These events can be sales, open houses, seminars, meet & greets, or whatever may be appropriate for the individual business.



507-645-8833
northfieldmn.gov



801 Washington Street
Northfield, MN 55057

For immediate release

Media contact

Emery John
Community Development Program Associate
507-645-3070
emeryjohn@northfieldmn.gov

14 Northfield businesses receive \$750,000 in state grant funds to reinvest in downtown buildings

Northfield, MN (July 31, 2025)—

The Southern Minnesota Initiative Foundation (SMIF) with assistance from city staff selected 14 Northfield businesses to receive a combined total of \$750,000 in grant funds to reinvest in downtown buildings. The grants are part of the Minnesota Department of Economic Development (DEED) Main Street Economic Revitalization Program. City staff applied for funding with SMIF, assisted local businesses through the grant application process, and advocated for Northfield businesses to be selected.

Grant recipients include business owners and developers who have capital improvement projects located in Northfield's downtown commercial or historical districts, and have plans to develop, redevelop, renovate, or repair their property in the next year. Grant amounts range from \$3,000 up to \$200,000. The grant requires a private match and projects to be completed by June 2026.

Selected projects add housing units, provide accessibility upgrades, and fill vacant or underutilized buildings. All projects demonstrate they will expand the city's tax or employment base.

"We're thrilled these funds are coming to downtown Northfield," said Jake Reilly, the city's community development director. "The funds will strengthen our downtown businesses. As a collaborative effort, the program is one way we can demonstrate the commitment of city staff and elected officials to grow our commercial tax base and add more residents downtown. I'm proud of our staff for continuing to build relationships with local business and partners to keep investments local. It is great to see the goals community members laid out in our Comprehensive Plan come to life."

The recipients are By All Means Graphics, Content Books, 319 Division Street, 307 Division Street, Loon Liquors, Lux Med Spa, Mandarin Garden, Northfield Arts Guild, Northfield Eagles Club, Northfield History Center, Raven's Nest/Farmstead Bike Shop, Robin's Egg building, Tin Tea, and Verbena Vinyl.



Grant Award Certificate

Presented to

<<Business Name>>

For their investment and dedication to the City of Northfield

Awarded this 31st day of July 2024

Jake Reilly
Community Development Director

Randy Yoder
President, Northfield Economic Development Authority



Business assistance

Get help creating, maintaining and increasing your business. There are a number of local, regional, and national resources available to assist you in building your business in the Northfield area, such as:

- Northfield Area Chamber of Commerce
- Friends of Northfield Downtown

northfieldmn.gov/BusinessAssistance

Financial help

Businesses considering expanding, relocating, making repairs or improvements or starting up in Northfield have a wide array of possible financing options.

northfieldmn.gov/Financing

Participate in the process

There are many different opportunities to participate in city government in Northfield.

- Interact at open houses and neighborhood meetings
- Comment at public meetings
- Take surveys
- Join a board or commission
- Run for office
- Vote

northfieldmn.gov/Participate

Stay connected

Download the mobile app

/CityOfNorthfield

Northfield Public Broadcasting Channel 180 & 187
northfieldmn.gov/npb

@CityOfNorthfield

Radio updates 95.1 FM Wednesdays 8-10 a.m.

Community calendar
events.northfieldmn.gov

/company/CityOfNorthfield

Email/text updates
northfieldmn.gov/notify

Emergency alert notification
northfieldmn.gov/alerts

@NorthfieldPublic Broadcasting

Comment on City Council items
northfieldmn.gov/comment



Business Guide

Northfield is an open, safe, and welcoming community. We're happy to have your business call Northfield home. We've put together information on city ordinances, services, amenities and tips for your business. Let's work together to be good neighbors and continue to make Northfield a community for all!



City Hall
801 Washington Street
507-645-8833
Updates and more information
northfieldmn.gov



Business licenses

The City of Northfield does not require general business licenses for most businesses, but does license certain business activities. Allow at least 45 days for processing licenses.

These business activities require a license:

- Charitable gambling
- Concessions
- Edible cannabinoid
- Fireworks retail sales
- Liquor
- Peddler, solicitor, transient merchant
- Refuse
- Vehicle for hire
- Tobacco

northfieldmn.gov/Licenses

Repairs and improvements

Before making repairs or improvements to your building be safe and responsible by getting the necessary permits.

Permits and inspections ensure projects follow required standards to protect your business and the community.

These projects require a permit:

- Appliance replacements such as water heater or furnace
- Exterior remodels
- Kitchen upgrades and replacements
- Interior remodels
- New sign installations
- Restroom upgrades, changes, additions

northfieldmn.gov/Permits

Doing the work yourself

You can act as a general contractor for your project. A building plan signed by an architect is required. Trade work such as electrical, plumbing and mechanical must have a permit and must be completed by licensed professionals in that trade.

Upgrades and ADA compliance

All work performed must be completed to current ADA (Americans with Disabilities Act) standards, but you do not have to upgrade your entire space to meet ADA standards.

Sidewalk maintenance and responsibilities

Help keep your area safe, welcoming and accessible for all.

- Clear sidewalks of snow and ice within 12 hours.
- Do not shovel snow or rake leaves or grass clippings into the street.
- Do not block sidewalks or streets by tree limbs, bushes, building materials, or vehicles.
- Keep weeds or lawns less than 12 inches in height.
- Do not or accumulate garbage, debris, furniture and appliances or store an abandoned, junk or unlicensed vehicle on your property.
- Keep your sidewalk clear for pedestrians that's at least 5 feet wide.

Signs

A sign application is needed for new signs or to move an existing sign.

northfieldmn.gov/PlanningPermits

Historic District

If your property is located within the Historic District, there are specific guidelines for exterior improvements and signs.

- Applications for Historic District:
- Certificate of Appropriateness
- Sign permit

northfieldmn.gov/HistoricSites



Parking

Downtown parking restrictions

- 2-hour limit on streets
- 24-hour limit in public parking lots

Winter parking

No parking is allowed on any city street from November 15 to March 15 between 2 a.m. and 6 a.m.

northfieldmn.gov/Snow

Snow emergencies

Sign up for Snow Emergency alerts. When the city declares a Snow Emergency, you cannot park on any public street or parking lot until the street is plowed curbs to curb.

northfieldmn.gov/Alerts

Winter Downtown Parking Permit

The City offers a Winter Downtown Parking Permit only to downtown property managers, owners and businesses that do not have off-street parking. The permit allows parking in certain public parking lots during a Snow Emergency.

Property managers are responsible for applying yearly to obtain permits for their tenants in their building, and distributing permits, parking lot map and parking policies to them.

northfieldmn.gov/WinterParking



Example: Business Guide



Videos:

- Spotlights
- Programs
- Explainers

YouTube

Search

Create

npb

Rich Larson and KYMN: EDA Business Spotlight

Northfield Public Broad...
523 subscribers

Analytics Edit video

4

Share

Promote

Download

Chat Replay is disabled for this Premiere.

Business

Unlisted Northfield Public Broadcasting · 11 / 15

- Northfield Public Broadcasting · 2:30
- Northfield Business Spotlight #4 | Take Five Guitars · 2:24
- Northfield Business Spotlight #1 | Tandem Bagels · 3:23
- Northfield Business Spotlight #2 | Forget-Me-Not Florist · 3:19
- Rich Larson and KYMN: EDA Business Spotlight · 3:29
- Cannon Strength | Business Spotlight in Northfield, MN · 2:53
- Aurora Pharmaceutical: TIF Case Study · 2:12
- Riverfront Grant Applications · 2:41
- Nate Carlson Explains How

Communications
team is available
to support you

